



January 2008

Dear Owner/Marketing Director:

On behalf of **Far West Ski Association**, we would like to invite your company to participate in our 76th annual **FWSA** Convention, June 5-8, 2008, Bellevue, Washington, hosted by the Northwest Ski Club Council. **FWSA** has 170 affiliated ski clubs located throughout 11 regional Councils in Arizona, California, Idaho, Nevada, New Mexico, Oregon, Utah and Washington. *Northern Exposure* Convention activities includes our 23rd Annual Silent Auction, 6th Annual Travel Expo, optional events, awards banquet, and sponsorship opportunities.

SILENT AUCTION/DANCE is scheduled for Friday evening, June 6th, from 6:30 to 10:30pm. To reserve a booth space for the Silent Auction and participation in the Travel Expo, your company would donate a prize, \$1250 or more in value, to the Silent Auction. As a participant in the Silent Auction, your company receives two complimentary registration packets, which includes the Saturday continental breakfast, luncheon, and social events. Industry participants receive publicity through the **FWSA** website and publications, council and ski club newsletters. To participate in this year's programs, **please complete the enclosed forms and return with your donation certificates**. Remember that an early response will result in more extensive publicity through our publications and promotions. The deadline to reserve booth space is **April 30, 2008**. Booth space and donation forms received after this date will be accepted on a space available basis.

TRAVEL EXPO is scheduled for Saturday morning, June 7th, from 8:30 to 10:45am. Travel Expo provides an opportunity for industry representatives to meet Convention delegates in person, in a pre-scheduled 10-minute appointment format. These appointments will be scheduled on Friday night during the Silent Auction. Convention delegates are the leaders and decision-makers of these ski clubs and are attending the Convention for information to plan their 2008-2009 ski trips.

SPONSORSHIP OPPORTUNITIES are available for Convention activities and events. Contact Debbi Kor at 503.682.1563; fwsadebbi@aol.com for additional details.

OPTIONAL EVENTS will be held in conjunction with Convention. All industry members are welcome and encouraged to participate in these events, which include the Pub Crawl, 2nd Annual Michael German Memorial Golf Tournament, Kayaking, Wine Tour, and the Pike Place Market & Duck Tour--Seattle.

LODGING for Convention is at the Westin Bellevue, Bellevue, WA. If you are planning to attend Convention, **we highly recommend that you make your room reservations immediately, because we anticipate that our room block will fill early.**

We look forward to your participation in our Convention programs. For additional information, please contact Mary or Debbi. Additional information about **Far West Ski Association** can be found at www.fwsa.org. As a non-profit organization, **FWSA** appreciates your support in our efforts to provide valuable programs for our membership and the snow sport industry through our various endeavors. Come early and enjoy the optional events, which provide a great networking opportunity.

Warm Regards,

Mary Olhausen
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